



Terms of Reference (ToR)

for

A formative study to set baseline and assess Knowledge, Attitude, Beliefs and Practice on violence against children and other childcare issues to inform SBC intervention in selected areas of Sylhet.

Date: 18 March, 2024

Background and project brief:

Shushilan, a prominent national Non-Governmental Organization (NGO), was founded in 1991. It operates through five key programmes: Socio-Economic Development, Education & ICT, Health & Nutrition, Disaster, Climate Change and Environmental Resource Management, Human Rights and Good Governance, and Sustainable People's Organization. With over 31 years of expertise, Shushilan has become a leading organization in Bangladesh, actively contributing to areas such as health and nutrition, maternal and child care, adolescent health, health and hygiene promotion, livelihood, disaster response, human rights, and environmental resource management.

Shushilan and UNICEF share a longstanding partnership, and a recent agreement has been formalized between the two entities. The agreement pertains to the implementation of a project titled "Social and Behavior Change interventions to foster for the wellbeing, rights and empowerment of the most marginalized children and adolescents in Sylhet, Bangladesh". This project will be executed across three Upazilas: Sylhet Sadar, Jaintapur in Sylhet District, and Bishwambarpur in Sunamganj District as well Sylhet City Corporation.

The project will be implemented from the period of 2 years (18 Dec'23 to 18 Dec'2025) to address the multiple vulnerabilities of children and adolescents in Bishwambarpur Upazila under Sunamganj district and Jaintapur Upazila, Sadar Upazila and City Corporation under Sylhet District. Shushilan in consultation with UNICEF are implementing the project to facilitate empowerment of adolescents and their parents/caregivers through creating positive norms of familial encouragement, community approval, civic engagement and increased awareness about issues and challenges around children, adolescents and to enable them to realize their rights and raise their voices.

As an initial step launching the project, we are in the planning phase to gather formative and baseline study. The terms of Reference (ToR) outlined here delineate the framework for engaging a consultant or consultant firm to conduct the formative study. The geographic location of the study includes Sylhet Sadar, Jaintapur, Bishwambarpur Upazilas, and Sylhet City Corporation. The goal of the study is to assess the current Knowledge, Attitudes, Skills, Support, Norms and Practices (KASSNP) related to child protection and adolescent empowerment issues in the targeted areas. The findings will be utilized to inform the design and implementation of tailored interventions to the selected intervention areas to address identified gaps and challenges effectively. The data collected will also be used as a baseline to track the progress of the activities/outputs and identify if any corrective measures need to be taken. Though there is a national level KABP study in progress, which will give an overall understanding of KABP on 23 childcare practices at the divisional level. This study will go to the mentioned target areas to understand current situation in the context of behavioural aspects of the issues mentioned above.

Purpose of the study:

To generate data on current Knowledge, Attitude, Skills, Support, Norms and Practice, (KASSNP) towards Violence Against Children (VAC) and other childcare practice to establish baseline to monitor progress as well as to inform SBC interventions to prevent violence against children (VAC) and promote childcare practices. The study findings will be used by the implementing partner with technical support from UNICEF.

Objectives:

- Assess the current KASSNP of the target population towards harmful practices including violence against children, child marriage, maternal, neonatal and childcare issues including nutrition (SAM management), disaster and climate change impact.
- Gather baseline data that will be used to monitor and evaluate the progress of future interventions.
- Identify existing initiatives aimed at preventing these harmful practices and assess their effectiveness.

The specific objectives of the study are to assess/ understand the following in the specific intervention areas

- Current KASSNP of the target population towards harmful practices including violence against children, child marriage;
- Current Knowledge, Attitude, Beliefs and Practices around maternal, neonatal and nutrition (SAM management);
- Current Knowledge, Attitude, Beliefs and Practices around preparedness and response to during disaster;
- Current Knowledge, Attitude, Beliefs and Practice towards climate change impact;

Scope of Work:

The selected agency will be responsible for the following:

- Reviewing relevant literature and drafting secondary data analysis reports on KASSNP, and other behavioural studies such as KABP, KAPN on VAC including early child marriage, ANC (Antenatal Care), EPI (Extended Program on Immunization) and other childcare practices, climate change issues.
- Comprehensive approach to design and data collection
 - Developing a comprehensive study methodology including
 - Defining the target population and sample size.
 - Developing valid and reliable survey instruments for quantitative and qualitative data collection.
 - Determining appropriate data collection methods (e.g., household surveys, focus group discussions, key informant interviews).
 - Ensuring cultural sensitivity and ethical considerations throughout the data collection process.
 - Ensuring child-safe guard compliance.
- Developing analysis and reporting framework
 - Implementing the data collection process in accordance with the approved methodology.
 - Cleaning, analyzing, and interpreting the collected data.
- Preparing a comprehensive report that includes:
 - Analysis of KASSNP/KABP of the target population towards harmful practices and other children practices.
 - An analysis of key initiatives and their effectiveness.
 - Recommendations for the SBC intervention design with focus on behavior drivers (enable and barriers) for project interventions areas based on the findings.

- Presenting the findings to stakeholders in a clear and concise manner.

Deliverables:

- A detailed technical proposal outlining the agency's methodology, team expertise, and timeline for completing the work.
- A final report with methodology, analysis of findings of the baseline and KASSNP qualitative findings with analysis and recommendations.
- Data sets used in the analysis.
- Presentation materials for stakeholder engagement.

Working area:

As per proposal the project will be implemented in 3 Upazilas (all union) and 1 City Corporation under 2 districts. The details are as follows:

Sl. No.	Name of District	Name of Upazila	# of Union
01	Sylhet	Jaintapur	06
		Sylhet Sadar	07
		Sylhet City Corporation	42 Ward
02	Sunamganj	Bishwambarpur	05
Total	02	3 Upazila and 1 City Corporation	18 Union and 42 Ward in SCC

Target group

Population Coverage by the Project (Direct) in target areas: 472,043 (25%)

Primary Audience: Children including adolescent girls and boys, parents and caregivers of children and adolescent including those living with disability.

Secondary Audience: Extended family members, teacher, community leaders, religious leaders, elected representatives, other influential leaders, and community level service providers (marriage registers, matchmakers, school committee members, EPI service providers, add if I have missed any)

Tertiary Audience: District and upazilas administration, government departments and officials: women affairs, health, education, social services, public health and NGOs.

Key Stakeholders

- District and Upazila administration
- Local Government Institutions (LGI)
- Women affairs offices
- Secondary schools
- Ministry of Health & Family Welfare
- DPHE
- Tea Garden Officials
- Tea garden authority
- NGO service providers

Methodology:

A mixed methods approach will be employed for this study including qualitative and quantitative methods. Data should be collected using the standard tools (questionnaire, guideline, pre-testing). For qualitative method-FGD, KII, please identify the key person/ stakeholder who can give info and for FGD different groups like adolescents, caregivers, community /influential leaders etc. Any innovative and realistic ideas can also be provided keeping mixed method into forefront.

First, would be the literature review and secondary data analysis and synthesis existing quantitative and quantitative evidence on knowledge, attitude, and practices of study population on the project study focus, and second phase will focus on a field study to collect data to fill the identified evidence gaps. The agency needs to come up with a proposed mixed methods approach that considers a strong balance between “the numbers and explanations” for answering the study’s purpose and objectives. The agency should also identify expected limitations, risks, and ethical considerations for the assessment.

Geographical Location:

The sampling should consider the geographical of Shushilan SBC project areas UNICEF (The sampling size should be representative for generalization of the study findings and should consider targeted district of Sylhet division of Bangladesh, and rural as well as urban, and in hard to reach/media dark locations.

Study Protocol:

The agency is tasked with creating KASSNP/KABP survey protocols, which will encompass:

Study design: The agency will recommend the optimal design aligning with UNICEF’s result framework/theory of change for SBC, subject to UNICEF’s review.

Sampling: The agency will recommend optimal sampling methods, ensuring representation across various population segments and respondent categories mentioned earlier. The sample selection will account for factors such as gender, geographic locations, social inclusion, and more.

Methods of data collection: To include quantitative and qualitative methods demonstrating inclusion of key stakeholders at various levels; including the data collection tools and appropriate qualitative and quantitative methods to be used. It is highly encouraged to adapt innovative approaches using the digital platform for data collection.

Plan for data analysis: The agency will propose a detailed Data Analysis Plan including software to be used. The proposal should include insights into how the quantitative and qualitative data will be analyzed and triangulated, how the different sub-groups will be treated in the analysis.

Budget and study schedule: The agency will be required to provide a detailed budget and timeframe with the submission. A detailed and realistic study schedule/ work plan should be included, indicating timing of activities, results and regular reporting, as required.

Ethical considerations: The institution/consultant is required to take time to get familiar with UNICEF’s Procedure for ethical standards in Research, Evaluation, Data collection and Analysis.

Deliverables and payment schedule:

Deliverable	Items covered/Included	Timeframe (4 weeks)	Payment schedule
Inception Report	<ul style="list-style-type: none"> Develop an inception report with detail study plan that outlines for conduct of secondary data analysis including study activities, responsibilities, time schedule, required Shushilan and UNICEF inputs and products 	Within 3 days after contract signing	First instalment: 20% upon submission of inception report
Secondary data analysis Report	<ul style="list-style-type: none"> Conduct a literature review and secondary data analysis of existing evidence on the KASSNP/KABP of the specific focus key behaviours to identify qualitative and quantitative data gaps to inform study design and write report 	Within a week after contract signing	Second instalment: 20% upon submission of secondary data analysis report
Detailed data collection and analysis plan including data collection instruments	<ul style="list-style-type: none"> Develop a field study plan to fill the qualitative and quantitative evidence gap identified by the secondary data analysis outlining field survey activities, responsibilities, time schedule, sample size, field testing, selection of the study area (s) and respondents, demographic information, population size. Develop and pre-test data collection tools/instruments and finalize for both quantitative and qualitative part Orientation/training completed for the data collectors Detailed data analysis plan including challenges to be encountered and reporting Develop analysis framework IRB approval received 	Within a week after contract signing	Third instalment: 30% upon submission of plan for the conduct of field study to fill the qualitative and quantitative evidence gap identified by the secondary data analysis and outlines
Field data collection progress report (one in middle and another after completion)	<ul style="list-style-type: none"> Collection of data both qualitative and quantitative from targeted geographic areas as per samples Data quality assurance 	Within 3 rd week after contract signing	
Comprehensive draft study report and PowerPoint Presentation	<ul style="list-style-type: none"> Quantitative and qualitative data fully transcribed and translated Data cleaning and data analysis Draft a study report based on quant/qual findings and recommendations Draft power point presentation on the study Receive UNICEF inputs and feedback 	Within 3 rd week after contract signing	Final payment: 30% upon submission draft report and approval of final report, PowerPoint

Deliverable	Items covered/Included	Timeframe (4 weeks)	Payment schedule
	on draft report		Presentation along with all files as mentioned above in section 9
Final study report	<ul style="list-style-type: none"> • Soft copy of the report incorporating all comments, fully formatted, copy-edited, and finalised to a professional printable standard • Soft copy of the report ready • All completed data collection instruments (English and Bangla) • All raw quantitative and qualitative data (transcripts) and analysis files • Final Power point presentation 	Within 4 th week after contract signing	

Study duration: Total 30 working days from the signing day of the contract.

Payment: All the payment will be through cheque. The Vat & Tax will be deducted during the payment. In case of failure the timeline the management reserve the right to deduct the agreed amount in a justified way. The consultant/consultant firm will provide the banks details for supporting the transition.

Selection Process:

- A selection committee in line with Shushilan's procurement policy will review all proposals based on the established criteria.
- Shushilan in consultation with relevant UNICEF colleagues will identify the shortlisted agencies which may be invited for giving a presentation.
- The selected agency will be notified in writing.

Agency Qualifications:

- Extensive experience in conducting behavioural studies.
- Proven expertise in both qualitative and quantitative survey/study designing, data collection, analysis, and reporting.
- Experience working in the target area or with similar populations.
- A team of qualified professionals with relevant expertise in social sciences, behavioural study, data analysis, and project management.
- A strong commitment to ethical research practices and cultural sensitivity.

Evaluation criteria	Weighted score
Grasp/understanding of the assignment mentioned in the TOR by the agency/firm	20
Relevant Experience of the agency/firm	20
Team Profile including Strength of consultants (CV of Team Lead and Associates)	20

Quality and precision of methodology and prescribed tools	20
Proposal Presentation: Demonstrate that your technical proposal is clearly aligned with all aspects of the activity assessment objectives Financial Proposal will be evaluated separately	20

Profiles of the Lead Consultant

The consultant should have-

1. A higher degree in Statistics/Social Science/Anthropology/Development Studies/Mass Communication or any other relevant research-based study.
2. Proven Experience on the development context of Bangladesh and experience on working with mixed culture i.e. coastal community.
3. Proven experiences study on Social and Behaviour Change Programme (SBC) for prevention of Violence Against Children (including child marriage) and promotion of children and adolescent well-being will added extra value.
4. Experience in combining qualitative and quantitative survey methods using standards prescribed tools and develop by consultants.
5. Experience in statistical analysis and triangulate the quantitative and qualitative data appropriately.
6. Excellent report writing skill in English and presentation skill.

Code of conduct:

The consultant /consultant firm will obey all the standard policy, norms and values for the organization and do not take any kind of interventions, which could be questionable for the goodwill of the organization, gender sensitive and safeguarding issues or others forms of violence. The collected information, photo, report and others materials are the assets of the Shushilan & UNICEF and the consultant /consultant firm not allowed to preserve any things related with survey and discloser of the survey/information to other party is prohibited.

Application Submission Information:

1. Interested applicant(s) should email a cover letter and CV (maximum 4 pages; with references), VAT & TIN registration copy, and NID copy.
2. If it is a company then it needs to share the profile(s) and documentation of legal status, and registration as a company (Trade License).
3. Bank Solvency Certificate (for both company and individual) –optional.
4. Applicants must share technical & financial offers and technical proposals (maximum 15 pages) including the proposed methodologies and proposed schedule.
5. The financial proposal should cover all the costs of the evaluation from the consultant's end (consultant's fee, field operations cost, accommodation, per diem, air tickets, and transportation to the field to collect data, food and other related costs).
6. Quoted price must include VAT & tax following the Govt. rule. If there is any amount that will be excluding VAT & tax it should be shown with the necessary breakdown.
7. Payment conditions should be mentioned on the financial offer.
8. Bank details: name of the account, bank name, branch, swift code, etc.
9. The proposal (Budget part) must be submitted in BDT.

Proposals should be submitted on or before March 30, 2024 by e-mail attachment in Microsoft Word/PDF to: e-mail procurement.shushilan@gmail.com in the subject line or hard copy to Chief Executive Shushilan, House #155, Jalil Sharoni, Rayermahol Part, Boyra, Khulna.

Annex:

The output of the project and expected results

The project outputs have been stated here and based on output measure expected results have been prepared. These are:

Output 1- Social and behavioural evidence generated on Knowledge, Attitudes, Skills, Support, Norms, and Practices (KASSNP) on ECM, VAC, EPI, ANC, Child Care and shared to establish as baseline in the programme location;

- a) Comprehensive social and behavioral evidence compiled;
- b) Baseline data established for the program location;
- c) Enhanced understanding of the current state of social and behavioral factors impacting wellbeing, rights, and empowerment of marginalized children and adolescents in target areas;
- d) Improved program planning and implementation through evidence-based decision-making;
- e) Current status of early marriage in targeted areas;
- f) Knowledge, Attitudes, Skills, Support, Norms, and Practices (KASSNP) on ECM, VAC, EPI, ANC, Child Care Violence against children & adolescents (including children and adolescents with disabilities)
- g) Vulnerable children and their families' opportunities to participate in decision making processes;
- h) School dropout status (primary & secondary)

Output 2- By November 2025, SBC capacity of implementing partners and influential leaders increased to effectively implement community engagement activities including PSEA to promote desired behaviors in targeted Upazilas

- a) Enhanced Social and Behavior Change (SBC) capacity among implementing partners and influential leaders.
- b) Increased effectiveness in implementing community engagement activities, encompassing the Prevention of Sexual Exploitation and Abuse (PSEA).
- c) Promotion of desired behaviors in targeted Upazilas by November 2025.
- d) Religious leaders, community leaders, LGIs, committee members, NGO representatives' perceptions;
- e) Empowered implementing partners and influential leaders to play a pivotal role in fostering positive behaviors.
- f) Demonstrable positive shifts in community behaviors aligned with project objectives.
- g) Increased collaboration and coordination among implementing partners and influential leaders to achieve the desired outcomes.
- h) A measurable impact on the overall wellbeing, rights, and empowerment of the most marginalized children and adolescents in Sylhet, Bangladesh.

Output 3- By November 2025, Parents (father & mother), children, adolescents, and community influential leaders have increased knowledge on desired behaviors on ECM, VAC, ANC, EPI, Childcare and SBC issues linked to available services including social protection services

- a) Increased knowledge among parents (both fathers and mothers), children, adolescents, and community influential leaders, religious leaders, kazi,
- b) Improved understanding of desired behaviors related to ECM (Early Childhood Marriage), VAC (Violence Against Children), ANC (Antenatal Care), EPI (Extended Program on Immunization), Childcare, and SBC (Social and Behavior Change) issues.
- c) Enhanced awareness of the link between desired behaviors and available services, including social protection services.
- d) Greater community engagement in promoting positive behaviors and accessing relevant services.
- e) Strengthened capacity of parents, children, adolescents, and community leaders to advocate for and support the wellbeing of children and adolescents.

Output 4- Feedback mechanism established that enhanced access of adolescents, parents and stakeholders to the programme and increased their meaningful and functional engagement in the programme

- a) Problem sharing opportunities & existing feedback mechanism- online & offline
- b) Establishment of a feedback mechanism
- c) Enhanced access for adolescents, parents, and stakeholders to the program
- d) Increased meaningful and functional engagement of adolescents, parents, and stakeholders in the program

Contact Person

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